

Cannon comes home to Cal Poly

by **Dave Wilcox (JOUR '86)**

Four years removed from his days as a Cal Poly civil engineering student, Mike Cannon (**CE '83**) knew his time had come.

The owner of the four-person San Luis Obispo firm where Cannon worked intended to close up shop.

One of the company's most exciting projects is the ongoing construction of Cal Poly's new sports complex.

"It's exhilarating," Cannon said of his firm's engineering of the sports complex. He calls it a "civil engineer's dream project"

out California. Board members help the engineering college shape its curriculum to better reflect "real-world" technological advances, so graduating students are better prepared to enter jobs with a shorter learning curve.

Additionally, Cannon is one of the most popular guest lecturers each quarter in the Civil Engineering Department, speaking to students in the upper-division Professional Practices course.

"We give him the honor of being the final lecturer of the quarter," said Professor Jay DeNatale, who coordinates the guest lecturers. "All the things that make a speaker great, that's Mike."

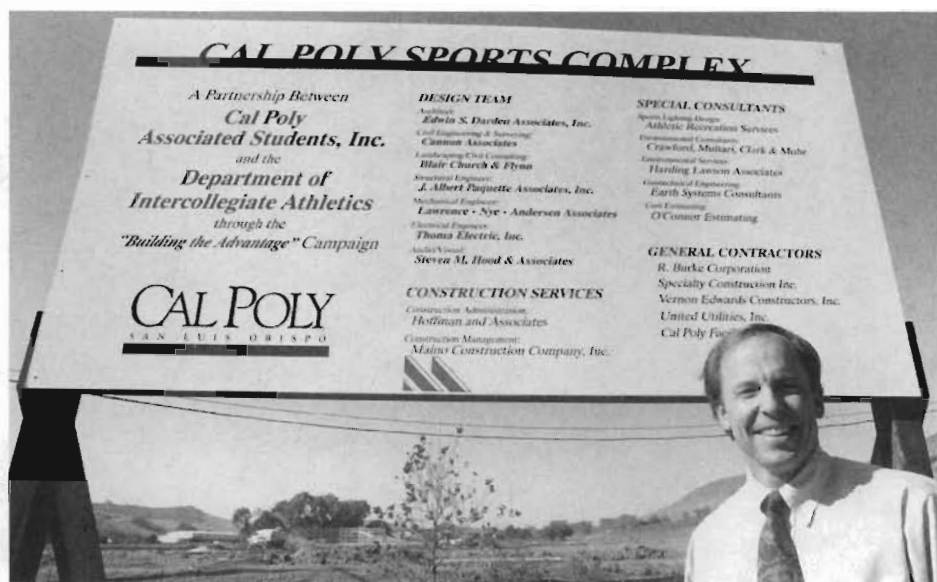
Student evaluations bear that out, said DeNatale. "He's an extremely popular lecturer. He speaks from experience. He lives what he's talking about."

Cannon's service to Cal Poly earned him the honor last year of the Civil Engineering Department's Medallion Award. "It was humbling to be recognized by the department with such a prestigious award," said Cannon. "The education I received at Cal Poly was instrumental in achieving my goals and I believe in giving back time and energy to the university."

Besides the sports complex, Cannon Associates is also engineering Cal Poly's first apartment-style dorms, a \$29 million project that university officials expect to begin housing second- and third-year students beginning fall quarter 2002.

Cannon is setting his sights on even bigger challenges, even as his firm tackles increasingly complex projects.

"We're certainly not going to stop in San Luis Obispo." **CP**



Mike Cannon (Photo by Laura Dickinson)

Only 27, but confident he could turn around the company's fortunes, Cannon didn't hesitate.

"I said, 'Roger, don't close it,'" Cannon, now 39, recalled recently. "There's something here. I'll buy it from you."

Thus, Cannon Associates was born, a firm that has blossomed into one of the most successful engineering companies on the Central Coast.

Call it "earn by doing."

Cannon now guides a firm of more than 80 employees that has been retained on major projects, including Unocal Corp.'s clean-up of Avila Beach and the nearby Guadalupe Dunes and construction at Vandenberg Air Force Base.

that's especially meaningful because it's at Cal Poly. When finished, the complex will include a lighted baseball stadium, a softball field, and six playing fields for intramural sports.

Pride mixes with gratitude as he reflects on the opportunity.

"I want to say, 'Look, this is the school where I learned engineering and now I'm part of a team that's going to build a major facility for you.'"

But that's hardly the extent of Cannon's contributions to his alma mater.

He sits on the Civil Engineering Department's industrial advisory board, made up of professionals from through-

1999 Honored Alumni



(Photo by Laura Dickinson)

Agriculture

COLLEGE OF AGRICULTURE



"The opportunity not only to receive the classroom instruction necessary to learn horticulture, but the opportunity to put this information to practice in the field gave me a head start on graduates from other colleges."

— **Robert L. Scofield**

Ornamental Horticulture '53

Scofield retired from Environmental Industries Inc. after a distinguished horticultural career implementing arbor-care services, developing a golf-course management division, and recruiting staff. He is a member of the College of Agriculture's dean's advisory council.

Business

COLLEGE OF BUSINESS



"During my professional career, Cal Poly's learn-by-doing method created in me a pragmatic approach to problem-solving, client relations, and conducting my business."

— **Donald R. Fischbach**
Business Administration '69

Fischbach has been an attorney with Baker, Manock & Jensen since 1972, specializing in professional malpractice defense and personal injury litigation. He is a member of many professional associations, including the State Bar of California, the American Bar Association, and the American Society of Law and Medicine.

Architecture

COLLEGE OF ARCHITECTURE AND ENVIRONMENTAL DESIGN



"In the mid-50s the only teacher who taught engineering in the Architectural Engineering Department was Hans Mager, who gave me and other students a feel for engineering concepts that was an advantage over graduates of other institutions who had very little engineering background."

— **Eugene E. Cole**
Architectural Engineering '56

In 1963 Cole founded Cole/Yee/Schubert, a leading structural engineering consulting firm in Sacramento. He is a past president of the Structural Engineers Association of Central California and a past president and current fellow member of the Structural Engineers Association of California. He is an internationally known expert in earthquake damage, and has taught courses at CAED.

Engineering

COLLEGE OF ENGINEERING



"The greatest strengths of my Cal Poly education were a strong background in a wide array of engineering fundamentals and the ability to link theory with practice. The capacity to reduce a complex problem to simpler elements and not lose track of the whole has served me well."

— **Rory A. Cooper**
Electrical Engineering '85; M.A. Engineering '86

Cooper is professor and chair for the Department of Rehabilitation Science and Technology, director of the Pitt/VAMC Human Engineering Research Laboratories, and director of the Rehabilitation Engineering Program in the School of Health and Rehabilitation Sciences at the University of Pittsburgh. Previously, he was an associate professor of biomedical engineering at Cal State University, Sacramento.

Teacher Education

UNIVERSITY CENTER FOR TEACHER EDUCATION

"Cal Poly helped me gain the skill and confidence required to put myself at risk of failure because I know that 'learning by doing' is the best way to continue to grow and achieve success."

— **Robert D. Heuvel**

Agribusiness '73; Credential '74; M.A. Agriculture '77



Heuvel is program manager in agricultural education at the California Department of Education, where his work includes overseeing curriculum development and student organization advising and coordination. He is president of the National Association of Supervisors of Agricultural Education, a member of the National Council for Agricultural Education's board of directors, and a member of the steering committee for the National Council's "Reinventing Agricultural Education for the Year 2020" project.

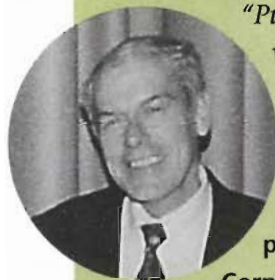
Science & Math

COLLEGE OF SCIENCE AND MATHEMATICS

"Putting together a senior project with [our] hands on the hardware and making things work in time to meet deadlines was particularly useful. The project's final report tends to become the product, as oftentimes it is in real industry."

— **William R. Livesay**

Physics '67



Livesay has founded two successful semiconductor equipment companies and was a pioneer in electron beam lithography. As founder and president of Electron Vision Corporation, he developed and patented the first large-area electron source for use by the semiconductor industry. He sold the company to AlliedSignal Inc. in 1996, where he is now director of technology.

Liberal Arts

COLLEGE OF LIBERAL ARTS

"Cal Poly's learn-by-doing philosophy left me in a unique position to quickly size up situations and act with leadership. The many team projects prepared me to communicate clearly."

— **Mark A. Coudray**

Graphic Communication '77



Coudray is president of Serigraphic Design Inc., a high-quality screen printer specializing in full-color printing for corporate accounts, and owner of Coudray Graphic Technologies, formed to investigate, develop, and implement emerging digital technologies for the screen printing industry. He is a member of the Academy of Screen Printing, a group of fewer than 50 members worldwide recognized for advances in screen printing technology, and chair of the Graphic Communication advisory board.

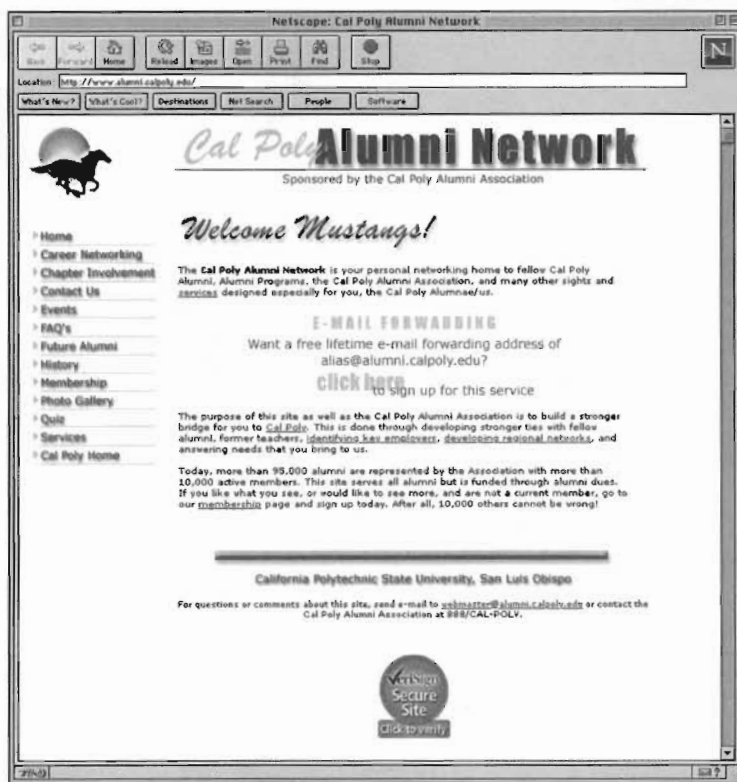
NOTE This year the association also presented its first annual Distinguished Service Award to the late **Owen Servatius (SOCS '59, MA ED '65)**, who retired in 1983 after 36 years of service to Cal Poly. During his tenure he was an assistant to former President Julian McPhee, taught business, and was acting dean of the School of Business and Social Sciences. (See "In Memoriam" section, page 47.)

CPAA offers improved Web site

The Cal Poly Alumni Association announces changes and additions to its Web site, which has a new address of www.alumni.calpoly.edu and a new name — Cal Poly Alumni Network — reflecting the organization's desire that alumni correspond online.

To encourage such networking, the association is offering free lifelong e-mail forwarding to an online alumni directory site, with each entry including an e-mail address, class year, and major. This service does not replace AOL, Prodigy, or other Internet service provider accounts — it simply forwards e-mail from fellow alumni via a personal Cal Poly e-mail address to an existing personal e-mail account.

In the future, alumni will be able to shop at an online mall through a Cal Poly e-commerce



portal, with the association receiving a percentage of each purchase, many of which will be discounted. Other site services

will include alumni mentoring for Cal Poly students, career networking assistance, and hosted chat rooms. **CP**

Stadium Renamed for Riddell

Mayor Jeff Griffin reads the official proclamation renaming Reno's Moana Stadium as the Steven G. Riddell Stadium in memory of **Steve Riddell (JOUR '69, MBA '77)** (see "In Memoriam" section, fall 1999 Cal Poly Magazine).

With him are Frankie Riddell and her son Chris. Riddell was Cal Poly's director of alumni affairs in the '70s and early '80s, and in 1983 became director of development for the University of Reno's foundation. He served as associate director of advancement for the National Council of Juvenile and Family Court Judges, championed Reno's downtown redevelopment campaign, and was former president of the Reno-Sparks Chamber of Commerce. For information on donating to the Steve Riddell Memorial Scholarship, call the Alumni Relations Office at 805/756-2586.

(Photo courtesy of Denny Martindale) **CP**





Reserve your place at 13th annual golf tourney

Mat Pica Pi, Society of Printing, will present its 13th Annual Graphic Communication Department Alumni Golf Tournament and Awards Dinner on Saturday, May 6, at the Morro Bay Golf Club. The deadline for entries is April 1 and space is limited — call Red Heesch for information and reservations at 805/756-2267. **CP**





After 50 Years — Together Again

The Class of 1949's "Golden Grads" were spotlighted throughout the weekend of Homecoming '99, ending with a special alumni/reunion breakfast in their honor at Cal Poly's Vista Grande Restaurant. (Photo by Jack Spaulding) CP

Cal Poly/Pomona time travel float wins Humor Trophy

Cal Poly and Cal Poly Pomona's 52nd Tournament of Roses Parade entry, "Stolen Time," won this year's Humor Trophy for its depiction of the commotion created when a time-traveling scientist encounters a curious dinosaur who sends them both

crashing into the future. Every year since 1949 students and volunteers from both universities have worked together to create a float for the New Year's Day pageant. CP

